

CEWIL Canada National Co-op & WIL Month Toolkit

March, 2024

03/01/2024 - 03/31/2024



CEWIL National Co-op & WIL Month Toolkit

We have created a toolkit to help you spread the word about National Co-op & Work Integrated Learning month to your student population and other stakeholders. Feel free to use the content provided, or if you're feeling creative, use this as a guide to help create your own messaging that best suits your brand and engagement strategies.

WHO IS CEWIL Canada?

Co-operative Education and Work-Integrated Learning Canada (CEWIL Canada) is the leading organization for work-integrated learning in Canada.

CEWIL Canada partners with post-secondary institutions, community members, employers, government, and students to champion work-integrated learning (WIL). WIL is a model and process of experiential education which formally and intentionally integrates a student's academic studies with learning in a workplace or practice setting. WIL experiences normally include an engaged partnership between an academic institution, a host organization/employer, and a student. WIL occurs at the course or program level and includes the development of learning outcomes related to employability, personal agency, and life-long learning.

WHAT IS NATIONAL CO-OP AND WIL MONTH?

Each year, CEWIL Canada celebrates the successes and promotes awareness of co-op and work-integrated learning programs across Canada. From **March 1 until March 31**, we will be sharing stories, events across the country, best practices, tools, partner information, and much more. Please join us in using **#FutureofWIL** throughout the month as we continue to build the capacity for work-integrated learning opportunities in Canada!

CELEBRATE NATIONAL DAY OF WIL!

Each year, on the 4th Wednesday of March, CEWIL Canada is pleased to celebrate the National Day of WIL! This year the **National Day of WIL will be on March 27th, 2024**. We encourage you to engage your students, employers, colleagues, and partners to help us celebrate this National Day of WIL. Please join us on social media using **#FutureofWIL** and sharing stories of WIL across Canada!

CONTACT INFORMATION

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HOW CAN I GET INVOLVED?

- **Host a virtual event:**

- Employer, industry and community events
- Resume workshops
- Lunch and learns
- Student recognition and celebration events
- Mentorship opportunities, which can be facilitated through Ten Thousand Coffees or other networking platforms
- Webinars
- Photo contests

- **Tell personal stories on social media**

- Student stories
- Employer highlights
- Event highlights

- **Post a video(s)**

- **Share/post graphics** - check out the templates below!

- **Share social media content** - stay tuned for more social media posts coming soon from CEWIL Canada, and don't forget to like, comment, and share!

HASHTAGS

#FutureofWIL, #CEWIL2024, #CEWILis50, #CEWIL, #WILmonth, #WIL

MAKE SURE TO TAG US AND USE ASSOCIATED HASHTAGS!

LOGOS:



IMPORTANT LINKS:

- Website: <https://www.cewilcanada.ca/>
- LinkedIn: <https://www.linkedin.com/company/cewil>
- Instagram: <https://www.instagram.com/cewilcanada/?hl=en>
- X (Twitter): <https://twitter.com/cewilcanada?lang=en>



Marketing Assets

[DOWNLOAD THE MARKETING ASSETS HERE](#)

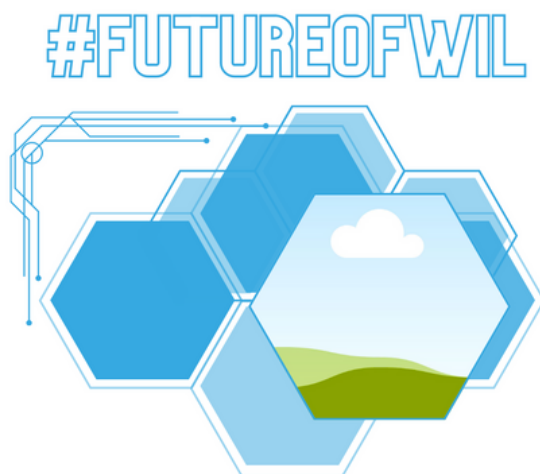
Social Media Graphic

Let Everyone Know You're Celebrating the National Day of WIL on March 27th, 2024



Photo Frame

Insert your photos and stories into this themed frame



LinkedIn Banner

1584x396 pixels - upload as your LinkedIn Banner photo



Zoom Background

Show your involvement and spread the word by using this Zoom background during your virtual meetings



X (Twitter) Banner

1500x500 pixels – upload as your X (Twitter) Banner photo



Bingo

Add a Bingo image to your Instagram stories for your followers to repost and play!

BINGO

#FutureofWIL

Discussed Role of Blockchain in WIL	Learned or practiced a new skill	Discussed Interdisciplinary Collaboration	Applied for iHUB funding	Emphasized Diversity & Inclusion Initiatives
Discussed Emerging Technologies	Emphasized Digital Literacy in WIL	Been on Zoom all day	Discussed Sustainability in WIL	Mentioned Importance of Mentorship in WIL
Discussed Addressing Future Workforce Challenges	Mentioned Remote or Virtual Internships	Free Space	Discussed Entrepreneurship & Innovation in WIL	Let students use AI
Used AI	Discussed Influence of Gig Economy on WIL	Mentioned Global or Cross-Cultural Opportunities	Discussed Use of Data Analytics in WIL	Discussed Future of Remote Work
Mentioned Hybrid Learning Models	Emphasized Soft Skills Development	Discussed Upskilling & Reskilling in WIL	Discussed Impact of Industry 4.0 on WIL	Mentioned Automation's Role in WIL